

Meeting Minutes
City of Frederick Mayor's Strategic Opportunities Advisory Team Expanding Opportunities Workgroup
February 5, 2018, 11am

I. INTRODUCTIONS

Attendees: Jim Racheff, Martha Gurzick, Marilyn Flynn, Christopher Watson, Andy Stout, Richard Haney, Tamar Osterman. Guest: Jim Smerschall.

II. REVIEW OF OPEN MEETINGS REQUIREMENTS

- We are governed by the open meetings act and we will follow those requirements.

III. DISCUSSION OF WORKGROUP'S CHARGE FROM SOAT STEERING COMMITTEE

Background: How to leverage the first 3-6 months of the mayor's term to come up with how to improve the different areas of the City of Frederick. This effort will be the springboard for a mayor's strategic plan which will be far wide reaching. The groups have until June to come up with their reports.

The mayor identified 5 major work areas:

1. Economic Resiliency. (Led by Ted Gregory)
2. City Operations (led by Kelly Russell, organizational structure)
3. 21st Century Communications (led by Elizabeth Cromwell; is there a better way to reach out and communicate with residents?)
4. Community Outreach (led by Ted Luck; as a city can we best engage our residents).
5. The Expanding Opportunities Workgroup (Our Group) - Identify opportunities surrounding greater opportunities for residents through economic development, education, etc. of our residents.
 - We are a "big picture" view.
 - Our touch is more towards how the city serves and supports the constituents.

IV. DRAFTING OF WORKGROUP MISSION

The group unanimously adopted the mission:

"As part of the Mayor's Strategic Opportunities Advisory Team, the Expanding Opportunity Workgroup will explore how the City can support greater opportunity for all residents through 1) education, 2) the arts and historic preservation, 3) public health and wellness, 4) employment and external economic opportunity, and other aspects that contribute to the overall livability of The City of Frederick."

V. WORKGROUP ORGANIZATION AND WORKPLAN

The workgroup discussed their charge and how best to organize. The workgroup decided to meet at least monthly, on the third Friday at 11:00am. The group also decided to have an additional February meeting, 11:30a on February 16.

Tentative Meeting Schedule:

February 16, 2018 | 11:30 a.m.

March 16, 2018 | 11:00 a.m.

April 20, 2018 | 11:00 a.m.

May 18, 2018 | 11:00 a.m.

June 15, 2018 | 11:00 a.m.

Andy suggested one meeting should be at night to help increase public attendance. Possibly May 18? Another idea was to possibly hold at least one meeting where we could stream using channel 99.

Logistics:

- We can talk to directors of departments and staff.
- Staff can help us with scheduling rooms, resources, etc.

Tasks:

- 1) Identify the deliverable.
- 2) Develop a SOAR (Strengths, Opportunities, Aspirations, Results) report.
- 3) Our job is to look at the 50,000-foot level but if we identify low hanging fruit we need to act on that now.
- 4) Collect the data from select groups utilizing contacts between the committee and city staff.

Based on the mission, the group assigned “teams” to begin to focus on specific areas:

- Tamar – Employment and external economic opportunity
- Rich – Education & Public Health and Wellness
- Andy – Art and Historic Preservation
- Martha – Public health and wellness
- Marilyn —Public health and wellness
- Christopher – Education
- Kris – Art and Historic Preservation

Jim – will provide a copy of the comprehensive plan to the group, and links to each departments on our “intersection” list.

VI. Public Comment:

Jim Smerschall thinks the city comprehensive plan will be a good resource and reference, and that some aspects of our workgroup overlap with strategies developed for the comprehensive plan.

Workgroup members thanked Mr. Schmerscal, encouraged him to continue to attend this or any of the SOAT activities.

VII. ADJOURNMENT

The meeting was adjourned by unanimous vote.